

# Buyer Alert Announcement



## Buyer Alert-Advertising for Exporters

This biweekly newsletter, distributed by USDA's overseas offices, can introduce your food, farm, fish and forest products to foreign buyers around the world. Buyer Alert helps U.S. exporters reach more than 17,000 importers in nearly 75 countries. Each announcement in the newsletter provides a product description, offer terms and information about your company.

### Restrictions:

- Only U.S. origin food, farm, fish and forest products (no equipment, machinery, chemicals, fertilizers or services) may be advertised in Buyer Alert.
- You may advertise up to five different products in each issue. You may not advertise the same product more often than once every two months.

Note: There is a **\$15 service fee** per announcement. All checks, money orders etc. are made payable to **FAS-USDA**. Only Credit Card orders may be faxed. You must call in or fax payment information for on-line submission by Thursday of each week. Payment must be received prior to publication of your announcement.

To take advantage of this advertising service, complete the Buyer Alert Announcement Form on the back of this

page. The form can be returned by mail, fax or on-line via the FAS Home Page. Please use a separate form for each product. (You may make additional copies of the form for each product.) Please mail or fax the completed form(s) to:

AgExport Connections  
Ag Box 1052  
USDA/FAS/AGX  
Washington, DC 20250-1052

**Overnight Address:**  
AgExport Connections  
USDA/FAS/AGX  
1400 Independence Avenue, Rm 4640-S  
Washington, DC 20250

Phone: (202) 690-3421  
Fax: (202) 690-4374 or  
(202) 690-0193

On-line submission of form(s):  
**<http://www.fas.usda.gov/exporter.htm>**  
under the heading Exporter Assistance  
"Finding Customers and Representatives  
for your Product"

Companies submitting Buyer Alert announcements will receive Trade Leads on a matching basis. When a trade lead is received for any of your products, you will receive by Email **only** the trade lead within minutes after they are disseminated. Currently, this service is offered FREE (subject to change).

Announcements are made available at this site every two weeks. Modifications to the announcement are made as required.

You will receive a confirmation notice by fax when your announcement is published.

### Sample Buyer Alert Announcement

APPLES--Packaging: 33 pounds per pail.  
Indicator price: \$18.15 per pail. Valid through March 15, 1999. FOB Plant: Niagara Falls, NY. Bank reference: Republic National bank, 452 Fifth Avenue, New York, NY 10018. Contact: Joe P. Exporter, Apples Unlimited, 35 Mackintosh Lane, Niagara Falls, NY 11111-2222. Firm founded: 1975. Annual Export Sales Volume: \$3,500,000. Number of Employees: 10 - 25. Phone: (999) 888-7777. Fax: (999) 444-3333. Firm Email: joe@apples.com. Firm web page: www.Applesunlimited.com. Type of firm: grower.

We reserve the right to make any needed corrections to announcements.

To submit a **Buyer Alert Announcement**, please complete the payment information below and the form on the reverse.

Contact Name	Telephone Number (w/area code)	Fax Number (w/area code)
Organization	Address	
Payment made by:	name _____ (Please Print)	Number of Announcements _____
<input type="checkbox"/> Check, money order (Payable to FAS-USDA)	Account # _____	Multiplied by \$15 each _____ X 15
<input type="checkbox"/> Visa (include account #)	Signature _____ (Required for authorization)	Total \$ _____
<input type="checkbox"/> MasterCard (include account #)	Expiration Date _____	

For Office Use Only

Charge Auth/Check/M.O. # \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_ Initials \_\_\_\_\_

# Buyer Alert Announcement Form



**ALL ANNOUNCEMENTS MUST BE PRINTED LEGIBLY OR TYPED - ONE PRODUCT PER FORM**

Product (*type and variety*)

Additional Description of Product

Quality (*USDA grade if available*)

Packaging and Labeling

Shipping Specifications (*e.g., quantity per container, minimum shipment if required, etc.*)

Quantity Available

☐ FOB Plant

☐ FOB Port

Specify City and State

**Indicator price (*optional*)**

Price in \$U.S.

Unit

☐ Check If You Are Seeking Agents and Distributors

☐ Specify if you want your announcement distributed to a specific region (*check region below*)

**Bank Reference (*must be included*)**

Bank Name

Street Address

City, State, Zip Code

**Firm Information**

Firm Contact Name

Title

Firm Name

Street Address or P.O. Box Number

City

State

Zip Code

Telephone (*w/area code*)

Fax Number (*w/area code*)

Email Address

Firm Web Page Address "I give FAS permission to link to our website"

Annual Export Sales Volume  
\$

Number of Employees

Year the Firm was Founded

Type of Firm  
(grower, processor, broker, etc.)

Signature

Date

**Regions**

- ☐ North America (Canada and Mexico)
- ☐ Eastern Europe and Russia
- ☐ Central America and South America
- ☐ Africa/Middle East
- ☐ Northeast Asia and China
- ☐ Southeast Asia and India
- ☐ Australia and Oceania
- ☐ Western Europe

According to the Paperwork Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number for this information collection is 0551-0024. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering & maintaining data needed & completing & reviewing the collection of information.

July, 1999, OMB 0051-0024